

the page

Discover the
Two Sides
international
network and its
global activities

PLANET PAPER

DID YOU KNOW?
74% of paper and 83%
of paper packaging
in Europe is recycled

University challenge

Why academic institutions rely on
the prospectus to attract students

The bottom line

Understanding the importance
of pen and paper in business

Love Paper giveaway

£10,000 of National Book Tokens to
be won in new Love Paper competition

THE ISSUE IN NUMBERS

The percentage of CEOs and other C-suite leaders around the world that admit their companies are guilty of greenwashing / **p03**

58%

63%

The percentage of printers that increased their output levels in the fourth quarter of 2021, according to the latest BPIF Printing Outlook survey / **p03**

The total amount of value in National Book Tokens Love Paper has to give away in its new competition / **p07**

£10,000

The combined distribution of Primary Times, the latest publication to carry the Love Paper logo / **p04**

2.7 million

The amount of customers of service providers prevented from seeing greenwash across Europe in 2021 / **p6**

590 million

1,200

Love Paper adverts seen in newspapers and magazines across Europe in 2021 / **p06**

The increase in forest area designated for biodiversity conservation in 20 years / **p06**

65%

The amount of green jobs that forests provide around the world / **p07**

86 million

FIND OUT MORE

Two Sides is a not-for-profit global initiative promoting the unique sustainable and attractive attributes of print, paper and paper packaging. Two Sides members span the entire print, paper and packaging value chain, including forestry, pulp, paper, packaging, inks and chemicals, finishing, publishing, printing, envelopes and postal operators.

THE PAGE

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FOR SOUL CONTENT

Editor Sam Upton
Design Ian Findlay

FOR TWO SIDES

Tandy Wakeford
Jonathan Tame

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www.healeys-printers.co.uk

Paper Denmaur Paper Media
www.denmaur.com

Two Sides UK
iCon Centre, Eastern Way, Daventry,
Northamptonshire, UK NN10 0QB
enquiries@twosides.info
+44 (0)1327 262 920
www.twosides.info
@TwoSides
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www.twosides.info



www.lovepaper.org

Two Sides would like to
give a warm welcome to
these new members....

PARTNER MEMBERS

McLays
Highcon Systems

COMMERCIAL MEMBERS

bakergoodchild
Xpress Group
Top Deck Print

58% OF GLOBAL COMPANIES ARE GUILTY OF GREENWASHING



CEOs are Ready to Fund a Sustainable Transformation



Google Cloud

A recently published survey has stated that 58% of CEOs and other C-suite leaders have admitted that their companies are guilty of greenwashing. In the US, that figure rises to 68%. The anonymous survey conducted by the Harris Poll for Google Cloud, interviewed 1,491 executives across a range of industries around the world, and found that while 80% gave their companies an "above-average" rating for environmental sustainability, two-thirds questioned whether their company's sustainability efforts were genuine.

The report comes after the World Federation of Advertisers (WFA) published a series of recommendations for brands, marketers and advertisers to ensure their environmental claims are credible for consumers and regulators. The six core principles include "Claims must not be likely to mislead, and the basis for them must be clear" and "Marketers must hold robust evidence for all claims likely to be regarded as objective and capable of substantiation".

To download the full Google Cloud sustainability report, go to <https://bit.ly/3rAFj1n>

BPIF PUBLISH 2022 PRINTING OUTLOOK SURVEY



The BPIF has released their latest Printing Outlook, a quarterly study of the health of the print industry. The report states that the majority of companies increased their output and order performance, with many expecting to see further improvements in Q1.

The survey reports that 63% of printers increased their output levels in the fourth quarter of 2021, with a further 19% able to hold output steady. The latest monthly turnover data (for November 2021) was revealed to be £1.2 billion - the highest since November 2019 -

with confidence in the general state of trade continuing to improve.

"There is plenty in the survey to be positive about," said BPIF economist Kyle Jardine. "A strong economic recovery, stimulated by vaccinations and the easing of restrictions. Orders, output, confidence, and capacity have all grown strongly."

To download the full BPIF Printing Outlook survey 2022, go to www.britishprint.com/industry-involvement/research/printing-outlook

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GET THE FACTS ON LOVE PAPER

LOVE PAPER has published a handy information sheet for brands, which explains everything about the campaign and why they should use the Love Paper logo on their paper-based marketing and paper packaging.

The downloadable one-page document quickly and simply sets out the background to the campaign, the required commitment, and how a brand can benefit from using the logo. Those benefits include an easily identifiable way to show your customers that your brand is environmentally aware, making sustainable choices backed up with facts and statistics.

“Love Paper aims to tell consumers across the world the positive messages about paper,



print and paper packaging, from its environmental credentials to its ability to improve mental wellbeing,” explains Josh Birch, Marketing Executive at Two Sides UK. “We reach more than 20 million consumers every month in the UK through donated national newspaper and magazine advertising, social media, and the Love Paper website.”

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To download the Love Paper Information Sheet for Brands, go to www.twosides.info/uk/the-love-paper-logo-why-should-you-use-it?



PRIMARY TIMES GETS A LESSON IN SUSTAINABILITY

The Love Paper campaign has reached the pages of Primary Times, the magazine for parents, pupils and teachers in the primary school sector across the UK and Ireland. Keen to educate their readers on the sustainability of print and paper, the magazine now carries the Love Paper logo, as well as a page that features a series of child-

friendly activities revolving around print and paper.

Published at the start of every term and half-term, plus an extra ‘Back to School’ issue, Primary Times is distributed free to schools, where it’s taken home by pupils and read by children and parents alike.

“We’re very excited about teaming up with Primary Times to educate children and parents about the

sustainability of print and paper,” said Josh Birch, Marketing Executive at Two Sides UK. “The magazine has a combined distribution of over 2.7 million per issue so it’s a big opportunity to spread the word about the campaign, as well as get the facts across about paper.”

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For more information on Primary Times, go to www.primarytimes.co.uk

To find out more about the **Love Paper** campaign and how to use the logo on your communications, go to www.lovepaper.org



WHEN IT COMES TO decisions that can change the course of your life, the choice of whether to go to university is one of the most important. Of course, all universities understand this, and spend a lot of time and effort providing all the information prospective students need to make their choice.

From details of every course the university offers to what the town or city is like to live in, they will run complex recruitment campaigns to make their institution as attractive as possible to as many people as possible. And a key part of this campaign is the prospectus.

To print or not to print?

The prospectus has been around for as long as people have been going to university. Next to actually studying at the institution, it's the best way to understand more about the place, its people, and the quality of teaching. It's effectively an exercise in brand marketing, but like many areas of marketing, there's a constant tussle over the best medium to deliver the best results.

Every year, the recruitment team at Birmingham City University (BCU) is faced with the question of whether to print their prospectus or put it all online. With increasing budget pressures, do they stick with the

Which medium does Birmingham City University rely upon for its prospectus, helping to attract thousands of new students every year by engaging their senses and inspiring them to apply?

YOUR STARTER FOR TEN...

to be environmentally aware, the sustainability values of print are key for BCU. Knowing this, Cubiquity, the marketing agency that produced the prospectus, turned to Two Sides to provide information about the sustainability of print and paper.

"We understand that the sustainability journey is challenging," explains Hannah Lloyd, Marketing Manager at Cubiquity. "We knew that BCU wanted to include print, but were very conscious of what that means to their target market. So we used Two Sides and Love Paper to give them the information they needed to support their decision and choice of communication."

Not only is the prospectus made of paper from FSC-certified forests, the paper has also been carbon balanced, with all carbon emissions created from its production offset through World Land Trust. This resulted in the protection of 588m² of critically endangered tropical forest. Keen to make the reader aware of these facts, the inside back page of the prospectus is dedicated to the sustainability of the publication, which also includes the Love Paper logo.

In the highly competitive world of further education, the prospectus remains the most important publication to attract students, keeping course numbers high and the institution healthy. It's a huge project, but the final result is something that the entire university is proud to be a part of.

"It's a massive job that requires the input of hundreds of people," says Catherine. "But when the prospectus is finished and the final publication is in your hand, you really understand the value of having it."

physical prospectus? The answer is a resounding yes.

"The print prospectus is an easy target for the environment team at the university, so the sustainability of paper is always something we look into," says Catherine Davis, Marketing Manager at BCU.

"Ultimately, the decision is about what's more beneficial to use as a recruitment tool."

The sustainable choice

For an institution that's aiming to attract a section of society known



"WHEN THE PROSPECTUS IS FINISHED AND THE FINAL PUBLICATION IS IN YOUR HAND, YOU REALLY UNDERSTAND ITS VALUE"

CATHERINE DAVIS, MARKETING MANAGER, BCU



TWO SIDES has released its latest European Campaign Update, which provides Two Sides members and the wider print, paper and packaging industry with a review of our work across Europe in 2021. The publication details the results of Two Sides campaigns such as Anti-Greenwash and Love Paper, as well as the wide variety of tools, resources and research available to the industry.

“As the world is returning to some normality after a couple of years of uncertainty, it’s clear that sustainability is forefront for consumers, brands and businesses,” says Jonathan Tame, Managing Director of Two Sides Europe. “We work hard to tell the great environmental story of print, paper and paper-based packaging and, despite restrictions to work and travel, sustainability remains a key talking point.”

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To download the Two Sides 2021 European Campaign Update, go to www.twosides.info/UK/two-sides-eu-campaign-update-2021-review

EUROPEAN SUCCESS FOR TWO SIDES

590 m

Customers of service providers prevented from seeing greenwash

1,925

Major organisations investigated for greenwashing

1,140

Organisations found to be greenwashing to date

1,200

Love Paper adverts in newspapers and magazines in 2021

188,500

Website sessions annually

BRAND NEW BIODIVERSITY FACT SHEET

Two Sides has just released the latest in their series of fact sheets, which explains the central role forests have in the world’s ecosystem and the vast range of biodiversity they contain. Titled Forest Benefits and Biodiversity, the fact sheet also explains how forests benefit people, both directly in terms of livelihoods and recreation, and indirectly in terms of the global carbon, water and nutrient cycles.

Gathering facts such as the area of forests designated for biodiversity conservation has increased by 65% in 20 years (State of Europe’s Forests, 2020) and forests provide more than 86 million green jobs globally (FAO & UNEP, 2020), the fact sheet is a fascinating insight into forests and a highly shareable document to educate colleagues and clients.

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To download the new Two Sides Biodiversity fact sheet, go to www.twosides.info/fact-sheets

LOVE PAPER STEPS UP CONSUMER CAMPAIGN



THE TWO SIDES LOVE PAPER campaign has been enjoying a large amount of activity and exposure recently, with a number of national newspapers running brand new adverts about the campaign. Designed to inform consumers about the sustainability of print, paper and paper packaging, and encourage them to find out more information about its value for the environment, the adverts contain facts such as '74% of paper and 83% of paper-based packaging is recycled into new products; one of the highest recycling rates of any material in Europe!'

In 2021, over 1,200 Love Paper adverts appeared in national newspapers such as *The Times*, *The Sun*, *Evening Standard*, *Metro*, *Daily Mirror*, *Daily Mail*, *Financial Times*, *The Economist*, and dozens of consumer and B2B magazines.



www.lovepaper.org



To engage with consumers further, Love Paper has teamed up with National Book Tokens to launch a competition that will give away £10,000 of

National Book Tokens between May-December 2022. With 200 prizes worth £50 each, consumers will be invited to visit the Love Paper website and answer three simple questions on paper and the environment for their chance to win a book token.

"We are tremendously excited about the new advert and the National Book Token competition," says Josh Birch, Marketing Executive at Two Sides UK. "There's a lot going on at Love Paper and we're really looking forward to a busy year."

For more information about the Love Paper campaign, go www.lovepaper.org

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With regional managers in eleven countries around the world, Two Sides is a truly

INTERNATIO



EARLIER THIS YEAR, Two Sides held its 2022 Country Managers' Meeting. Regional managers from all corners of the world gathered in Windsor in the UK to discuss their work and activities in their respective countries, adding their opinions to a vibrant debate on promoting the sustainability of paper.

The annual meeting is a diverse mix of voices and opinions that provides an opportunity to discuss some of the challenges and strategies for the campaign. The collection of managers, all senior figures in the print, paper and media industries, bring decades of experience to an organisation that prides itself on its international outlook.

Whether it's challenging greenwash statements in Brazil, distributing fact sheets in South Africa, or placing Love Paper adverts in newspapers in the Nordics, the Two Sides network educates, challenges and encourages businesses and consumers to appreciate the value of print and its role in tackling climate change.

ELEVEN COUNTRIES AND COUNTING

Since the formation of Two Sides in 2008, the organisation has

added eleven countries or areas to the original UK office: France, Austria, Italy, Germany, The Nordics, North America, Brazil, Latin America, South Africa, Australia and New Zealand. Each has a dedicated manager who has a deep understanding of the print, paper, packaging and environmental industries within their territories.

What this means is that Two Sides members, whatever country they are based in, have a ready-made global network of experts and information to tap into. With each territory having their own sustainability challenges, consumer research, and recycling and advertising laws surrounding greenwash, members with an international outlook can gain the latest information about a country, as well as expert advice and support.

"I am extremely proud of the extensive network of countries that Two Sides has," says Jonathan Tame, Managing Director of Two Sides. "Not only do they broaden the outlook of the organisation, but they also provide a vital service for Two Sides members keen to understand more about different countries."



FABIO ARRUDA MORTARA
COUNTRY MANAGER
TWO SIDES BRAZIL AND LATIN AMERICA

"I have had a long career in printing, having been the President of several print organisations, including the Technical Printing Association, the Printers Association, and the Latin American Confederation of Printers. We launched Two Sides Brazil in April 2014, and I am proud to say that we now have 112 members, including two of the largest pulp and paper producers in the world, International Paper and Suzano.

One challenge in Brazil is the understanding of greenwash. With the pandemic, many companies accelerated their digital communications and, in the process, committed some type of greenwash. We have the additional challenge of convincing people that the paper industry manages its own sustainable forests. Trees from native rainforests in Brazil are not used

to produce paper.

But for us, print and paper is a matter of passion. We know we are doing something good for the planet, educating people about sustainable practices. The whole team here is very proactive and enthusiastic, and there's a really good, positive energy."

"FOR US, PRINT AND PAPER IS A MATTER OF PASSION. WE KNOW WE ARE DOING SOMETHING GOOD FOR THE PLANET, EDUCATING PEOPLE ABOUT SUSTAINABLE PRACTICES"

by global organisation. Discover the full extent of our network and global activities

ONAL RESCUE



ANNE-KATRIN KOHLMORGEN
COUNTRY MANAGER
TWO SIDES GERMANY

"In Germany, the use of paper is often challenged. When it comes to packaging and paper bags, people want sustainable alternatives, and paper is seen as the solution. But when it comes to media and marketing materials, people consider paper a wasteful product, which doesn't make sense because it's the same material.

We are focused on gaining trust within the industry, reaching out to members and promoting their content, as well as our own. Our anti-greenwash campaign in Germany has been very successful in recent years. We have researched and challenged over 120 companies making misleading claims every year, and have a high success rate getting these messages removed or amended.

Our goals this year are to gain more industry support, get new members and work closer together. We are currently talking to several industry associations about how we can collaborate better to have a bigger impact and bring

**"I REALLY BELIEVE
IN PRINT. I ALWAYS
PREFER BOOKS
OVER AN E-READER
AND I LOVE
MAGAZINES. I'M 100%
PRO-PAPER AND
PRO-TWO SIDES"**

about change. We also need the support of German publishers to adopt the Love Paper initiative and use our adverts in newspapers and magazines to explain to consumers the sustainable story of paper.

I really believe in print. I always prefer books over an e-reader and I love magazines. I'm 100% pro-paper and pro-Two Sides."



JAN LE MOUX
COUNTRY MANAGER
TWO SIDES FRANCE

"As well as being Country Manager of Two Sides France, I'm also Circular Economy Director at COPACEL, the French paper industry association, so I have a good understanding of the issues of paper and the related environmental and social issues. I feel that the use of paper is an issue of the environment, as well as democracy. If you only have digital communication, then you have the problems of fake news and social media.

Right now, in France, we have two very important laws: the Circular Economy law and the Climate Change law, and both have addressed the use of paper in advertising. The Government wants to reduce the use of paper advertising, but without consideration or acknowledging that it will lead to increased emissions of greenhouse gases from digital advertising. So we are currently challenging this misperception of paper and its impact on the environment.

We have many members in France, including the main paper producers, the printer's professional organisation, the French postal operators, and the main door drop advertising operator, but we are always looking for more. This will give us more time and resources to address greenwash claims and produce more content so that opinion leaders, politicians and journalists are aware of the positive impacts of paper."



COUNTRY CONTACTS

AUSTRALIA AND NEW ZEALAND

Kellie Northwood
kellie@thermc.com.au

—

AUSTRIA

Patrick Mader
pm@twosides.info

—

BRAZIL AND LATIN AMERICA

Fabio Arruda Mortara
fam@twosides.org.br

—

FRANCE

Jan Le Moux
jlm@twosides.info

—

GERMANY

Anne-Katrin Kohlmorgen
akk@twosides.info

—

ITALY

Massimo Ramunni
italy@twosides.info

—

NORDICS

Magnus Thorkildsen
nordics@twosides.info

—

NORTH AMERICA

Kathi Rowzie
info@twosidesna.org

—

SOUTH AFRICA

Deon Joubert
dj@za.twosides.info

—

UK

Jonathan Tame
jpt@twosides.info



THE NEW OFFICE HERO

As businesses encourage their staff to return to the office, paper is emerging as a quiet champion for creativity and productivity

IT'S NO UNDERSTATEMENT to state that the pandemic has changed many things. The wearing of face masks, the use of cash, a heightened awareness of a random cough. But one of the biggest changes has happened in the world of work.

While many jobs are largely unchanged, people previously based in offices have found themselves working at home, away from the distractions of office life. Consequently, there's been a dramatic shift to online communication, whether it's video conferencing, Slack messages, Kanban boards, or the good old email.

Some managers may relish the opportunity to see every conversation and update, able

to see which team members are pulling their weight at the click of a mouse, but there are others that are noticing a marked decrease in work quality – productivity without much progress. Whether that progress is getting closer to a fantastic result or increasing the experience and skills of the workforce, the avalanche of digital communication appears to be hindering, not helping.

SOLUTIONS NOT PROBLEMS

With the increasing amount of digital distractions, writing on paper seems to be flourishing in the new workplace. Creatives have long known the value of writing, sketching, and doodling on paper. The very act of turning off the screen and holding a pen over a blank piece of paper unlocks some aspect of the brain to allow deep concentration and the ideas to flow.

Now, the business world is starting to understand how pen and paper



“OUR TAKE-HOME MESSAGE IS TO USE PAPER NOTEBOOKS FOR INFORMATION YOU NEED TO LEARN OR MEMORISE”

KUNIYOSHI SAKAI, NEUROSCIENTIST AT THE UNIVERSITY OF TOKYO

can help generate better solutions from an improved understanding of a subject, increasing productivity thanks to enhanced memory retention. Jeff Bezos famously banned slide decks from meetings of senior Amazon executives in favour of memos, while the concept of ‘Brainwriting’ – in which meetings begin with each participant using a piece of paper to write a solution – is widely used across the tech industry by companies such as Slack.

And there’s good news for those of you that hate PowerPoint presentations: rather than improve understanding and memory, they have now been proved to decrease comprehension and retention. According to Marc Coutanche from the University of Pittsburgh, the human brain is really bad at any multitasking that involves using the same part of the brain – reading and listening, for example.

“Your brain’s language regions are processing the sounds, the words, the meaning of the sentences,” the psychologist says. “Imagine a circuit where you have multiple inputs and multiple outputs, but they share the same wires.”

TRIGGER POINTS

So why does writing with pen and paper result in better comprehension and more permanent memories? It’s all to do with physical cues. While writing, the brain takes in the tactile feel of the pen and paper, the shape of the letters, the location of the words, and other elements such as ink colour. All these details are absorbed by the brain and used as triggers when the information is recalled.

But if the same information is entered into a phone or tablet, the words have no fixed position, there are no unique details, and the words disappear as soon as the app is closed.

A recent study from the University of Tokyo asked 48 people to take notes about a student schedule, some using pen and paper, and others using a stylus on a tablet or a smartphone touchscreen. An hour later, they were asked to recall the information while undergoing MRI scans.

The study found that those using pen and paper remembered the schedule more accurately, with their brains displaying far more activity in the areas associated with language, memory and visualization. Interestingly, handwriting was

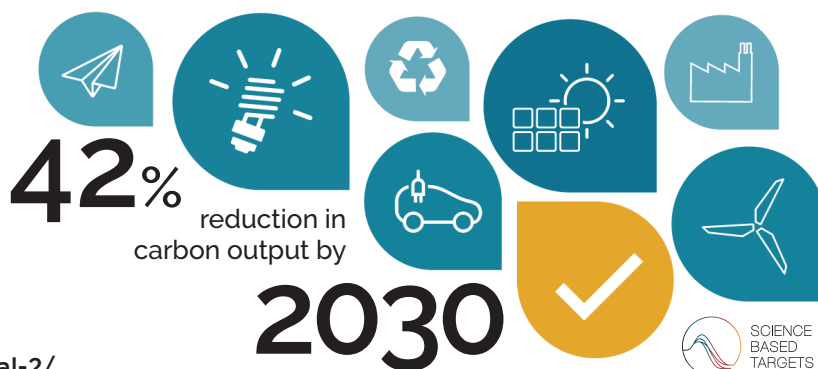
also up to a third faster, with the paper-and-pen writers averaging 11 minutes to take their notes, tablet users taking 14 minutes, and smartphone users 16 minutes.

“Our take-home message is to use paper notebooks for information you need to learn or memorise,” said neuroscientist and research co-author Kuniyoshi Sakai.

THE POST-PANDEMIC OFFICE

As people tentatively return to the office, whether full-time or as part of a hybrid structure, companies are currently thinking very carefully about how to transition themselves into an ideal workplace for people who have had a taste of working at home. In-person social interaction is doubtless good for company morale and personal wellbeing, but it can have a serious impact on concentration and creativity.

Encouraging staff to use pen and paper in all areas of business, whether that’s for time-planning, taking notes, jotting down ideas, or just plain doodling, can boost both productivity and creativity in the office, making for a happier workforce and a more profitable business.



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SCIENCE
BASED
TARGETS
DRIVING AMBERUS CORPORATE CLIMATE ACTION



The historic venue for the 2022 Two Sides Power of Print Seminar has been redeveloped to add meeting rooms and improve access

£7.5M UPGRADE FOR STATIONERS' HALL

AFTER 18 MONTHS of work, Stationers' Hall has completed its £7.5m renovation, with the addition of new meeting rooms, a second entrance and a lift to improve access to the historic Livery Hall. The venue has also added air cooling throughout the building, as well as a private dining room looking over the secluded garden.

Since 2023 marks the 350th anniversary of the rebuilding of Stationers' Hall after the Great Fire of London, the project has been titled 'Vision 350', and required over five years of planning, as well as the approval of Historic England. The result is a stunning upgrade, which adds space and comfort to an ancient building.

HISTORY IN EVERY CORNER

Located in the heart of the City of London, Stationers' Hall is one of the UK's few remaining Livery Halls. Dating back to the 16th Century, the Grade I listed building boasts

oak flooring and original carved oak panelling underneath huge stained-glass windows depicting figures such as William Shakespeare and William Caxton, the first person to introduce the printing press to England. More recently, the venue has hosted events attended by the Queen and the Lord Mayor of London.

"Following 18-months of major refurbishment works to future-proof a Grade I listed scheduled monument built in 1673, Stationers' Hall will reopen its doors in July this year," said Giles Fagan, Clerk to the Stationers' Company. "Now our wonderful historic building has step-free access to all floors, modern meeting and conference facilities overlooking our beautiful garden, upgraded kitchens and air cooling throughout, powered by a system which is 80% more efficient than its predecessor."

For more information on Stationers' Hall, go to www.stationershall.co.uk

2022 POWER OF PRINT SEMINAR

THIS YEAR, the twelfth Two Sides Power of Print Seminar returns to Stationers' Hall in London – the ideal place to listen, debate and discuss the latest issues in print, paper, packaging and sustainability, before settling down for an exclusive three-course dinner in the evening.

Following two years of the Seminar being conducted virtually, the event returns to its physical form, allowing delegates to network with colleagues and friends from all areas of the industry, as well as be inspired by a selection of the industry's leading experts.

"We can't wait for this year's Two Sides Power of Print Seminar," said Jonathan Tame, Managing Director of Two Sides Europe. "We will have 10 experts in print, packaging and sustainability explain the value and opportunities for print in a multi-media landscape, alongside a well-known figure from the media world as the after-dinner speaker."

For more information on the 2022 Two Sides Power of Print Seminar and to secure your place, go to www.powerofprint.info

SAVE THE DATE! The 2022 Two Sides Power of Print Seminar will take place on Tuesday 1 November at Stationers' Hall in London. For more information, go to www.powerofprint.info



TAKE A BREATH

WANT TO IMPROVE your comprehension and information retention while reading from paper? Then sigh more.

This unexpected conclusion was reached by a team of researchers at Showa University School of Medicine in Tokyo, who explored the relationship between visual environment, breathing and cognitive performance when reading from a smartphone and a paper book.

As with other studies, the researchers found that reading on a smartphone resulted in lower reading performance than when reading a paper book, but when they examined the respiration and brain activity data, they found a notable difference in the amount of times the study's participants sighed. While sighing decreased when participants read from a smartphone, it actually increased for those reading

from a paper book.

The researchers identified the blue light emitted by electronic screens as the likely reason why reading from a device inhibits sighing, since blue light demands more sustained attention on the part of the reader, leading to overactivity in the prefrontal cortex and lowering reading comprehension. So if you want a better understanding of text, read from paper – and sigh while you're doing it.

THE INFLUENCE OF TIKTOK ON PRINT BOOK SALES

By now, it should come as no surprise to discover that the amount of print books being sold has gone up again – sales have been steadily increasing over the past decade, with the pandemic giving a big boost to the physical format. But what may surprise you is that one of the key factors in their success is actually the social media platform TikTok.

Analysts now believe that people creating and posting content about print books is a significant factor in 2021 sales reaching 212 million in the UK – an increase of 5% on 2020 – and 825 million in the US – up 9% on 2020 and the highest figure since NPD BookScan began tracking data in 2004.

Known collectively as BookTok, TikTok users have been boosting sales to the point where retailers such as Barnes & Noble will keep track of popular titles and authors on the app and showcase the most popular in their stores.

"BookTok gets excited about it, the retailers pay attention, merchandise it, other people find it, other retailers start to find it because the numbers start to go up, and it takes off," says Kristen McLean, Executive Director and Industry Analyst at NPD Bookscan. "It starts with BookTok and then just ripples out from there."



FRESH THINKING



Five of the finest innovations in print, packaging and festival shelters

LOVE AT FIRST SITE

Online dating site Bumble has turned to print for its latest campaign, highlighting the awkward moments before and after a date. The ads, in the brand's distinctive yellow, simply show a series of text messages outlining different dating situations, such as who will text first, how long to wait before arranging a follow-up date, and where to meet on the night.

"Many of us will know the feeling," said Naomi Walkland, Vice President of Bumble Europe. "Those moments of questioning if sending that text makes you appear too keen, waiting for them to take the lead, or worrying if you are being judged for being too direct, too inexperienced, too old."



Think it's on me to suggest a second date.

I've lost my mind wondering if you'll ask, but must now appear insultingly nonchalant for fear of being needy.

I'll mask the fact that I think this could become something serious with jokes and innuendo.

I will make it 100% clear that I will not be going home with you, but already know exactly what underwear I'll be wearing.

I'll keep mentioning my family so you begin to see me as marriage material.

I will avoid talking about family in case you think I'm trying to 'pin you down'.

REFUGEE RELIEF

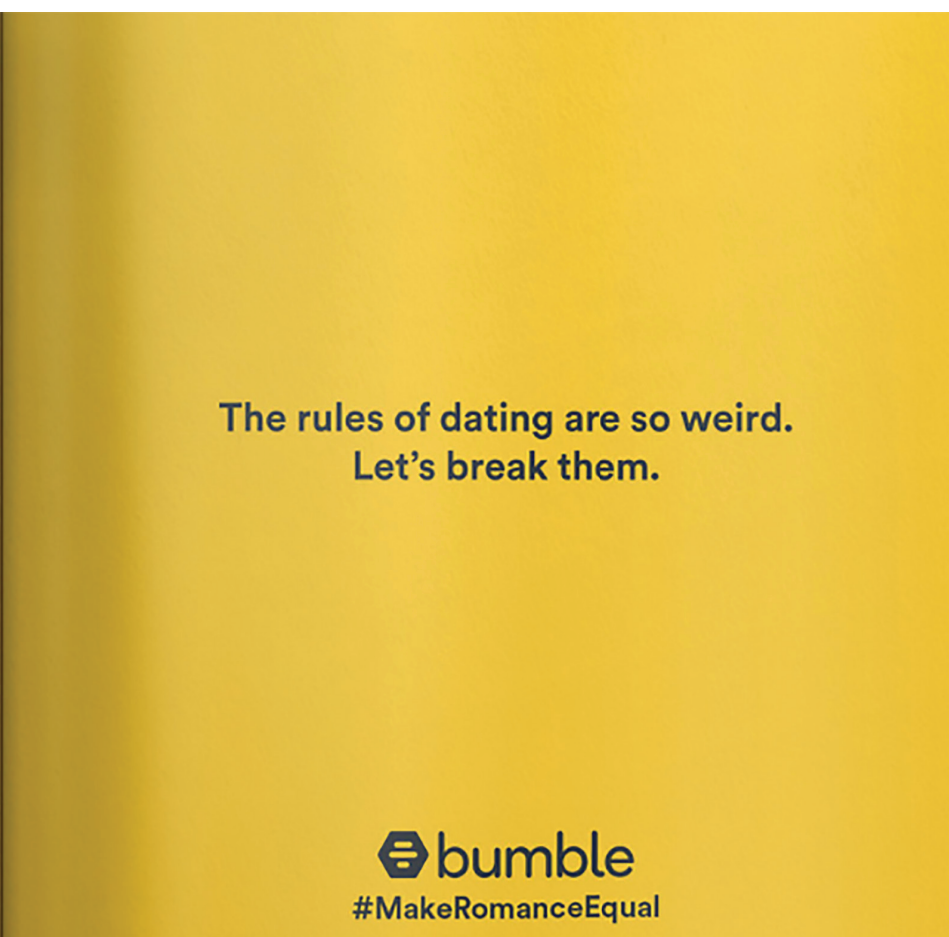
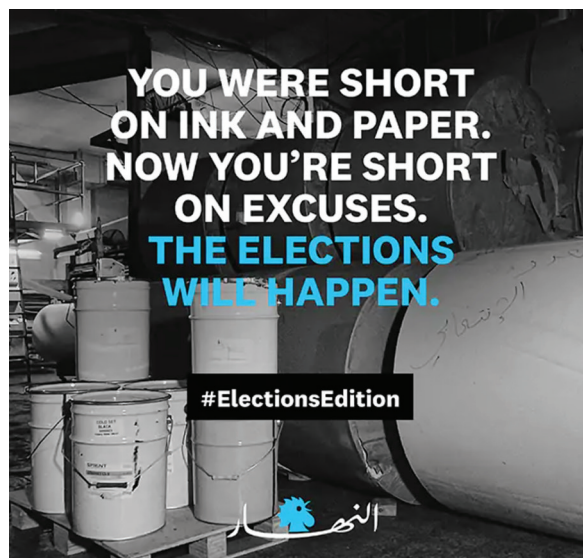
One of the devastating effects of the Ukrainian conflict has been the millions of people forced to flee the country to find refuge in bordering countries such as Poland. This has brought about the need for safe spaces for refugees to stay - often large retail areas or sports centres with very little privacy. To alleviate this problem, Japanese architect Shigeru Ban has designed a simple partition system using cardboard, which offers families a small area of seclusion. Known more for his elaborate buildings constructed out of recycled cardboard, Ban's system comprises a network of sturdy cardboard tubes with cloth used to divide the spaces, providing a haven of privacy and comfort.



IN-TENTS EXPERIENCE

The festival season is almost upon us, and with it, millions of music fans around the world will be descending on a field somewhere to escape their normal lives for a weekend. But while many festivals are known for their commitment to sustainability, there's often a huge amount of unrecyclable waste left behind, including tents and camping equipment.

One company that's trying to help solve the problem is KarTent, a Dutch company that makes cardboard tents - a safe and cosy sleeping option that can be set up ready for the festival goer and recycled back into paper once the event is over. And if you need a rest from all the outdoor partying, the FestivalChair is a sustainable cardboard solution for the weary reveller.



BALLOTS TO UNFAIR ELECTIONS

The Lebanese daily newspaper AnNahar made a fascinating decision ahead of the country's national election earlier this year - they chose not to print. With government officials warning about a lack of supplies due to economic pressure, there was a threat that fair and proper elections wouldn't take place. So, for the first time in its 88-year history, AnNahar didn't run a print edition. Instead, the ink and paper was donated to the election to print ballots. On the day, empty newsstands carried messages for the readers to go online. "The resources we saved by not printing for one day provided a truckload of paper and ink to support the upcoming elections. The elections are happening, no matter what," said Nayla Tueni, Editor in Chief of AnNahar.



SEE THE LIGHT

Velux, the manufacturer of the iconic roof windows, has announced that it has switched 90% of the packaging for its sloped windows to paper-based materials. The switch will not only reduce the amount of plastic packaging by 900 tonnes per year and result in a 13% reduction in carbon footprint, but make the packaging a lot easier to dispose of. "Our packaging is an important component of our products and must therefore be as environmentally friendly as possible," said Tina Mayn, Senior Vice President of the Velux Group. "We're proud to be significantly reducing the amount of plastic we use."

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